

ORDER



Orders
Order / Rev: 62259
Alt Order #: 09820446
Product Desc: AARON BEAN FL SENATE
Estimate: 481
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: CIA - O

Fox 30 JAX

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Aaron Bean (R) FL Senate District 4
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/28/12 | 6 | \$8,230.00 | \$6,995.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| October 2012 | 6 | \$8,230.00 | \$6,995.50 | 0.00 |
| Totals | 6 | \$8,230.00 | \$6,995.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|------------|-------|-------------|
| Fox 30 JAX | 12% | \$8,230.00 |
| Market | 100% | \$68,583.33 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| EAWS | 0% | \$0.00 |
| ETEV | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCWJ | 0% | \$0.00 |
| WJXT | 23% | \$15,774.17 |
| WJXX | 5% | \$3,429.17 |
| WTEV | 27% | \$18,517.50 |
| WTLV | 33% | \$22,632.50 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|------------------------------|-------|--------------------|---------|-------------|-------|---------------|-----|------|------|-------|------------|
| E 1 | WAWS | 10/27/12 | 10/27/12 | FOX Sports Specials | CM | 12:00 PM-3:30 PM | -----S- | :30 | 3 | \$350.00 | P-2 | 0.00 | NM | 3 | \$1,050.00 |
| | | | | FOX Sports Specials | | (12:00 PM-3:30 PM) | | | | | | | | | |
| | | | | DUKE @ FSU ADD 1X | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S- | | 3 | | \$350.00 | | 0.00 | | | | | |
| E 2 | WAWS | 10/28/12 | 10/28/12 | Su 11a-12p | CM | 11:00 AM-12:00 PM | -----S | :30 | 1 | \$180.00 | P-1 | 0.00 | NM | 1 | \$180.00 |
| | | | | Su 11a-12p | | | | | | | | | | | |
| | | | | FOX NEWS SUNDAY REVISED RATE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/22/12 | 10/28/12 | -----S | | 1 | | \$180.00 | | 0.00 | | | | | |

| | |
|---------------|---------------------|
| Order / Rev: | 62259 |
| Alt Order #: | 09820446 |
| Flight Dates: | 10/23/12 - 10/29/12 |

| | |
|---------------|-------------------------------------|
| Advertiser: | Aaron Bean (R) FL Senate District 4 |
| Product Desc: | AARON BEAN FL SENATE |
| Estimate: | 481 |

Fox 30 JAX

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-------|-------------------|-----------------|---|-------------------|--------------------------------------|---------------|-----|-------|------------|-----|------|--------|-------|------------|
| E 2 | WAWS | 10/28/12 | 10/28/12 | Su 11a-12p Su 11a-12p FOX NEWS SUNDAY REVISED RATE | CM | 11:00 AM-12:00 PM | -----S | :30 | 1 | \$180.00 | P-1 | 0.00 | NM | 1 | \$180.00 |
| E 3 | WAWS | 10/28/12 | 10/28/12 | NFL 1p Doubleheader NFL 1p Doubleheader NFL- ATLANTA @ PHILLY | CM | 1:00 PM-5:00 PM (1:00 PM-5:00 PM) | -----S | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | 1 | \$3,000.00 | 0.00 | | | | | | | | |
| E 4 | WAWS | 10/28/12 | 10/28/12 | NFL 4p Doubleheader NFL 4p Doubleheader NFL- GIANTS @ DALLAS | CM | 4:00 PM-8:00 PM (4:00 PM-8:00 PM) | -----S | :30 | 1 | \$4,000.00 | P-2 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | 1 | \$4,000.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | | Totals | 6 | \$8,230.00 |